TIMES-VIRGINIAN

In the Heart of Virginia's Dark Tobacco Belt
Appomattox, Virginia

ESTABLISHED 1892

Mr. and Mrs. Calvin Robinson ..... *Editors and Publishers*

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THE ECONOMIC FUTURE

A group of leading business executives has launched a campaign to counteract what is called "recession fever." The businessmen believe that recession fever can grip those who have not been hurt financially and that fear of a recession can stop their purchases and make the recession much worse than it should be.

The group recalls that in 1954, when a small recession was experienced, a similar effort was made by them and was credited with having a beneficial effect on the economy. In brief, the program of the businessmen is to conduct an advertising drive, in an effort to convince Americans that the economy is basically sound, and that the future of this country is bright.

There is no question but that the future of our country, economically, is bright. We have a expanding population, an increasing number of families each year, and more jobs are averaged out over the long run. However, there is also no doubt that the present economy is suffering a recession, and there is no reason for anyone to hide that fact.

The recession should not induce those who are not hurt by it to curtail buying. On this count, the group of advertisers is performing a public service by urging people to continue their normal buying habits, or take advantage of bargains, and not be frightened into stapling their wallets closed.

We applaud the effort of the businessmen, but those connected with national concerns, and those locally, who are seeking to stimulate buying and lessen the effects of the recession. There is no necessity for the recession being any worse than it is, and a psychological factor is certainly involved in today's reduced buying.

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SUMMERFIELD'S CURVE

Postmaster General Arthur Summerfield has thrown a curve at the U. S. public. Summerfield recently announced that if Congress voted a five-cent postage rate for first-class mail (out-of-town mail), the prospect for new post offices in more than three hundred cities in the United States would be very good.

We agree with Senate Post Office Committee Chairman Olin Johnston, Democrat of South Carolina, who replied immediately that construction of any post office or any federal building has no connection with the five-cent stamp. That is true because all the money taken in by the post office goes into the general government treasury. Add to that the fact that every penny spent by the post office department must be appropriated by Congress, and you can readily see Johnston's position.

Chairman Johnston does not favor the five-cent stamp, nor do we. It is not because we oppose the five-cent stamp for first class mail that we are critical of Summerfield's promotion, or propaganda campaign. If every cabinet officer adopted the procedure of promising the public plums in the form of public construction, and new buildings, in the effort to build up pressure on Congress to vote more money for his department, the results would certainly be undesirable. As we see it, Congress has the responsibility to decide on the expenditures.

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NEW SAFETY DEVICE

A major car manufacturer has developed an electronic device which will flash a warning to the driver following too closely behind a car. It is an effort to prevent rear-end collisions on the part of the automobile industry, and is a promising one.

A survey in the Detroit area revealed recently that of the many accidents occurring on the Detroit Expressway, some 57.5% of the accidents in 1956 were rear-end collisions.

The new safety device picks up the headlight illumination of the car behind and computes the distance. If the car approaches too close, the device trips a switch that flashes the red brake signal, warning the following driver to drop back.

This is a safety device much needed. It is also needed in daylight hours. One might be worked out for both day and night operation, using radar is the source of warning—if this is not too expensive.

When the companies can produce a warning light on the rear which will cut on automatically both day and night, on the open highways, our safety record will probably be further improved. And, if the device could shoot tobacco juice on the approaching car, we are sure its effectiveness would be greatly enhanced.

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IKE'S FORMULA

President Eisenhower, in answer to reporters at one of his latest news conferences, said that one solution to the present recession is to buy. Asked what he suggested the American consumer buy, the President said they could buy anything.

Undoubtedly there is some hesitation, some hoarding, and some emphasis on saving— directly brought about by fears of a tough recession. And, there is no doubt that there is plenty of money in savings accounts in this country, since saving has increased in recent years.

Likewise, a surge of buying, and the use of some of these funds, will certainly bring about better business, better production, and more employment. However, this is not the long-term solution to the present recession. The present recession was brought on by too much accumulation of money in the hands of too few, a farm recession which has lasted five years, or more, and by an inflationary spiral which has priced goods out of the range of so many citizens.

During the process involving these factors, the Administration attempted to stem inflation by hiking interest rates to peak levels, and this seems to have backfired, drying up new business construction, and taking a greater share of the income of the little man, who must buy his automobiles, his home, and other major items on credit.

Until the nation checks inflation, stops the price and wage spiral which has brought such high prices as those now prevailing on new cars, and provides some sort of just profit for the farmer, the causes of the recession will remain with us. As a temporary expedient, consumers can buy goods—and we support this program—and this will help business, especially in many local areas.

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The best friends are those who seek nothing.

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The best speaker is even better when he is brief.

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The key to happiness in life lies in unselfishness.

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Anything can be funny when it happens to someone else.

Washington Notes

From City to Farms

The Labor Department is currently promoting a drive to tell unemployed city workers about job opportunities on the farm.

James P. Mitchell, Secretary of Labor, has ordered a "major effort" to step up recruiting campaigns aimed at replacing Mexican farm workers with Americans during the coming harvest season.

The Bureau of Employment Security has asked state employment service agencies to publicize openings for city workers in farm areas.

New Navy Fighter

The Navy is buying single-engined jet fighter planes costing $9,900,000 each — more than the most expensive Air Force bomber built, the B-52.

The high cost of the F-8-U-3 supersonic all-weather fighter was partly because only a few were involved in the initial order, according to a Navy spokesman. The cost would drop by about twothirds with "even the comparatively limited numbers" of the fighter which the Navy plans to buy, it was expected.

Senate Unit Warning

A recent Senate report warned against trying to equal or surpass the Soviet Union's satellites and other scientific advances by trying "to do it as the Russians do."

The report also cautioned against over-emphasizing scientific research and training at the expense of social science research and training.

Space Pen Sought

The Air Force, working on plans to send men into space, recently gave a new indication of progress in the preliminary task of launching animal-occupied satellites.

The service disclosed that it had asked for bids on space capsules, small containers that can house animals.

The Air Force has half a dozen chimpanzees, three or four bears, and about a dozen mongrel dogs penned at the Holloman Laboratory in New Mexico.

U. S. Economy

President Eisenhower will address an economic mobilization conference in New York May 20, delivering a major address on the nation's economy.

The White House made the announcement without being specific, however, the speech is expected to deal with the business recession and administration efforts to combat it.

Gain in Farm Jobs

The Agriculture Department issued a report earlier this month that farm employment increased 12 per cent in March, but ended the month 4 per cent below that of a year earlier. The March gain was less than the usual spring season rise.

The number of workers employed during the last week of the month was reported at 6,161,000, the smallest for the period in more than thirty years of record keeping. The number employed during the corresponding week last year was 6,400,000.

Peril Denied by A. E. C.

The Atomic Energy Commission has issued a statement that no evidence has been found to support a Japanese report that fish and marine life in the Western Pacific had been contaminated by radioactive fall-out from atomic tests.

"There is no threat to the United States West Coast fishing industry from radioactivity in Pacific waters," a commission spokesman added.

Try It

The best reducing exercise consists in placing both hands against the edge of the table and pushing back. —San Francisco Chronicle.

Subscription rate: $2.00 a year; payable in advance.

KNOW THE WEATHER

By E. H. Sims

What are the "horse latitude" belts? Where are they, and what weather characteristics do sailors know by them?

The horse latitudes, as sailors have termed them from ancient days, lie between the broad areas of prevailing westerlys and the trade winds. That is, they are found at about thirty degrees north and thirty degrees south of the equator.

The weather at this latitude, and some distance above, and below the thirty degree mark, is almost always calm. It was poor weather for sailing vessels in the old days.

One theory is that air which has risen and dried out at the equator, settles here — both thirty degrees north and south of the equator. The trade winds are found between the horse latitudes and the equator, and come from the east. The prevailing westerlys begin where the horse latitudes end, and extend toward the poles to about latitude 60 degrees.

BROILER CONSUMPTION REACHES NEW HIGH

Broilers have played a spectacular role in increased meat consumption the past few years, says Dr. A. T. Ringrose, poultry specialist at VPI.

In 1940 the average American was eating only 1.9 pounds of broilers—about one small bird per person. By 1956, the per capita broiler consumption had risen an astounding 800% to 16 pounds, and Dr. Ringrose says it will probably be even higher this year. In comparison, the consumption of other chicken has decreased in recent years.

Total meat consumption of the average American, from 1940 through 1957, increased from 157 pounds to an estimated 188 pounds. Of all meat products, broilers have played the biggest role, percentagewise, in the increase. Pork and lamb consumption has dropped. Beef, veal, and turkeys have also shown substantial increases.

HIGHER CORN YIELDS MEAN HIGHER PROFITS

Why settle for less than 100 bushels of corn per acre?

That's the timely question posed by agronomists at VPI, who point out that it costs just as much to plow, harvest, plant and cultivate to grow 30 bushels per acre as it does to grow 100.

On a typical farm, labor, tractor and machine use, seed cost, plus land rent, will total about $35 for each acre. If the yield of the field is only 40 bushels per acre, the total cost per bushel is $1.10. But by applying $20 to $25 worth of fertilizer, most producers can grow 100 bushels of corn per acre in a good season. This reduces the cost per bushel to 55 to 62 cents, with variations because of soils, previous treatment, etc.

The agronomists say to choose fertile, well-drained soil, test it to determine lime needs, and prepare a good seedbed. The amount and analysis of fertilizer to apply will depend largely on that used on other crops in the rotation, the amount and quality of manure used, whether or not a legume crop immediately preceded and was turned under before corn, and the fertility level of the soil. However, you can't expect high yields unless the soil has plenty of plant food.

Plant a corn hybrid adapted to the locality, about 10 days or two weeks after the average date of the last killing frost. Plant thick—at the rate of 14,000 to 16,000 kernels per acre for a full-season hybrid; or 16,000 to 18,000 kernels per acre for an early variety.

Details on corn production are included in Circular 541, "100 Bushels per Acre," available from from county agents or the VPI Agricultural Extension Service Blacksburg, Va. Ask also for Circular 759, "Recommended Field Crop Varieties for 1958."

GOLDEN GLEAMS

Labor is the great producer of wealth; it moves all other causes. —Daniel Webster.

What you do not want others to do to you, do not do to others —Confucius.

Desire nothing for yourself that you do not desire for others. —Spinoza.

To God, thy country, and thy friends, be true, then shou'lt ne'er be false to any one. —Vaughan.

Marshall Arrests Himself

Niagara, Wisc.- Not a man who dodges his responsibilities, Village Marshall Joe Rosse arrested himself after his squad car collided with another auto.

He appeared before a justice of the peace, pleaded guilty to failure to yield the right of way, and paid a fine of $25.

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From where I sit ... *by* Joe Marsh

Turnabout a la Tony

Have you met Tony yet? He's from Europe—and rents the old Whalen farm.

Tony's a good worker and has that farm running pretty slick. Funny though—on days off—Tony hangs around the barbershop listening to the political discussions. But he never says a word.

Last Thursday, though, Tony was there and was speaking his mind. When I asked him about the sudden change, he smiled and showed a brand-new set of citizenship papers. "Now I talk up like an American should," he said.

From where I sit, every citizen has a right to speak his mind —on all subjects. For instance, I happen to feel that beer is just about the best refreshment beverage there is. Nobody has to agree with my choice—but there's no arguing my right to "sound off" about it.

Joe Marsh

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It is a Busy Time of the year and you need SERVICE

In our modern world of gadgets, automobiles, trucks, appliances, farm machinery and all manner of electrical devices, the average household and the average farm is dependent upon receiving prompt and efficient SERVICE. Repair men and Servicemen must be available to help keep the farm and the household going smoothly and productively. New equipment, parts, etc. must also be readily at hand. At this busy season of the year, time is of the utmost importance. When you need Service, you need it in a hurry, and you want the job well done.

Service has grown to become a major factor in our business economy. *Appomattox* is well aware of this situation, and a large part of the business life of our growing community is based upon being able to meet and exceed all competition in rendering a wide variety of services.

We think that it is to your advantage to look for the services you need . . . IN APPOMATTOX.

Whether it be an ambulance, banking service, an estimate on timber you plan to sell, building requirements and materials, or attention to your car or truck, your farm machinery, or some item of needed merchandise, a gift, a repair job — we believe you will find it to your advantage to try Appomattox FIRST!

When you want SERVICE, come to Appomattox. Look over the list of firms below. You will find friends ready and anxious to serve you, courteously, efficiently and promptly. By working together, we will enable our community to grow and to prosper soundly. Do your business where your money is earned and where your interests are at stake, in the friendly Town of Appomattox.

Seasonal work was delayed this year by unusual weather conditions. As you try to make up for lost time: Remember—you can get SERVICE in Appomattox.

This Community Message Sponsored, as a public Service, by the following "Growing With Appomattox" firms and institutions

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